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AMERICAN ENGINEER

Vol. 19——SEPTEMBER 1949——No. 9

NATIONAL SOCIETY OF PROFESSIONAL ENGINEERS

In This Issue—

NSPE Board's Activity at Denver

—In Word and Picture

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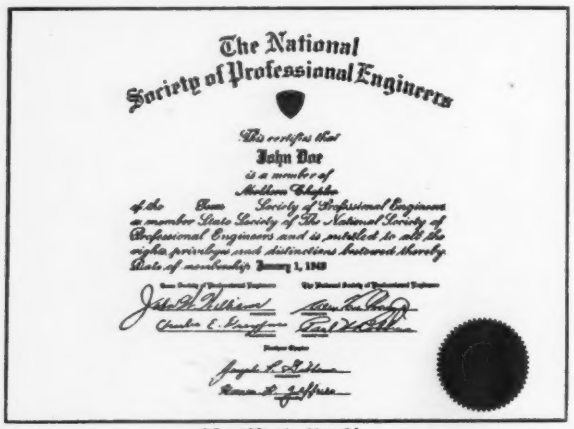

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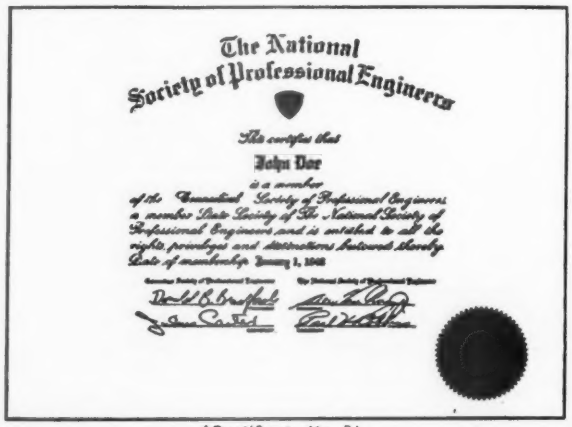

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Editor
FRANKLIN F. PAGE

Business Manager
RUSSELL B. ALLEN

Publications Committee
C. GEORGE KRUEGER, Chairman

•

Editorial and Executive Offices
1121 Fifteenth St., N. W.
Washington 5, D. C.

•

THE
NATIONAL SOCIETY OF PROFESSIONAL ENGINEERS
Headquarters:
1121 Fifteenth St., N. W.
Washington 5, D. C.

President, ALAN G. STANFORD
Vice-President, Robert and Co., Inc.
96 Poplar St., N. W.
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Tulsa 1, Oklahoma

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Professor, Civil Engineering, University of Maryland
4610 Hartwick Road
College Park, Md.

Executive Director, PAUL H. ROBBINS
1121 Fifteenth St., N. W.
Washington 5, D. C.

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Engineer's Responsibility in Own Professional Growth Portrayed

By B. M. ALDRICH

Some years ago a prominent educator made a survey of what engineering graduates of this country's engineering schools were really doing. His findings revealed that more than half of the graduates were not practicing the profession at all but were engaged in some sort of business and industry.

This would seem to indicate that more than half of the engineers educated by our colleges—finding livelihood in fields of occupation outside their training—have not taken their profession seriously and have failed to grow professionally. Particularly is this true, in my opinion, of engineers in the early years of the practice of their profession.

As the graduate leaves college he has been under supervised training for about sixteen years. If his education has been sound, he has undergone a transition during this period—in the beginning his education was pretty well guided in every detail, but as time progressed, more and more the responsibility of his learning was shifted to himself, until at graduation, he supposedly is capable of assuming the complete direction of his own education. It occurs to me that, if and when a young engineer has learned to take responsible charge of his own education, he has made one of the first and greatest steps toward professional growth.

This education can be obtained and continued in many ways and through many offerings: subscribing to technical journals and professional society magazines, the reading of new books, attendance of technical society meetings, visitation of engineering projects and installations, profitable contacts with leaders in the field, and extension and correspondence courses from our colleges.

An example is cited of a regional engineer for a large technical organization in the East, who, upon graduation from high school went to work as a practicing engineer without the benefit of a college course. He decided early that he must fill the gaps in his education, so he arranged to complete the requirements for a degree while on the job. Accordingly, a course of study was laid out for a two-year program by correspondence. In eight months he had completed the entire work, received his completion certificates and obtained high marks. Two more years of work was laid out—two months later he reported, lamenting the fact that he would no longer be able to pursue his studies toward a degree. He informed his instructors he was moving to a distant location to take over the job as chief engineer for his company. Early in his professional career he learned to take charge of his own education.

Engineering Tenderfoot

The graduate engineer trained in theory and initiated into practice is a tenderfoot in the profession. If he then chooses to close the books on further study he has missed the basic challenge of his profession. Engineering is a progressing, changing, growing field of study and learning must be life long.

As a second step in professional growth, the engineer must take responsible charge of building his own reputation. He must analyze his own assets, his native ability and aptitudes, cultivate, develop and apply them in the most efficient way to his occupation. Most engineers have outstanding ability, or combinations of abilities and aptitudes, along certain lines, that if oriented and properly applied should enable them to excel in competition with others and thus meritoriously establish their own reputation.

Unlike other professions, the engineer dealing in materials is continually erecting monuments of his accomplishments or mistakes and there they stand as a record to his own credit or discredit.

Many avenues are open to the engineer to establish his reputation. A few may be mentioned: appearing before technical society meetings to deliver papers describing original research or accomplishment; speaking before both civic and technical groups; maintaining active membership in technical societies and civic organizations; preparation and publication of articles of merit; conducting studies and surveys on his own initiative; writing books; assuming responsible charge of engineering projects, etc.

As a third step in professional growth, the engineer must take responsible charge of his own development and interests outside his occupation. The engineer who has had an opportunity to acquire broad interests, more versatile tastes, appreciation for good literature and art, the power of expression both oral and written and the experience of travel, will grow into greater usefulness and honor to his profession.

Meeting Needs Objective

It has always been the ultimate objective of the engineer, whether by research, processing, designing or management, to meet human needs. Fulfillment of this objective requires that economic, social and political adjustments be made. Guiding these adjustments requires a practical understanding of human nature and human relations. The engineer wields great influence upon society through his tech-

nical knowledge and skill. He must follow through in guiding the resulting social adjustments. Active citizenship is a compliment to successful engineering.

Doctors, lawyers, undertakers, clergymen and all professions are commonly represented in the membership of founding committees that shape the affairs of the community in which they live and thereby strengthen their own professional recognition. Community organization is at the base of the whole structure of government. It is here that the engineer may well begin the practice of his professional growth. Responsibilities taken here may well lead to larger responsibilities he may be well qualified to take and execute with satisfaction. Professional growth demands development, on the part of the engineer, in interests outside his occupation.

As a fourth step in professional growth, the engineer must assume his share of the responsibility toward gaining recognition for his own profession. These responsibilities may reach well beyond and outside the technical requirements.

The engineer, by the very nature of his training and peculiar make-up, is in a sense an isolationist. Supposedly he has so often withdrawn to himself for purposes of thinking—he just naturally assumes the attitude of a hermit. He is recognized as a specialist and specialization makes for occupational isolation. It is not his nature to mingle widely with others of his own profession and those of other professions. He remains aloof from civic responsibilities; politics, economics and business irk him and he soon tires of extensive social life. He is happiest when he is busy planning, building and creating in his own professional right. Some say engineers are too busy in the practice of their own profession to bother with politics and government. Yet lawyers, bankers, doctors, clergyman, industrialists, etc., having their respective occupational interests also, find time for responsibilities outside their profession and as a result gain wide recognition and respect for their respective professions.

About the Author

B. M. Aldrich, registered in Oklahoma and a member of the Oklahoma and National Societies, is associate professor of mechanical engineering and a member of the graduate faculty of Oklahoma Institute of Technology.

Author of a number of articles published in state and national magazines, he's a member American Society of Mechanical Engineers, American Society for Engineering Education and an associate member of Sigma Xi.

Compare if you will the status of the engineer with that of the lawyer; three-fourths of our nation's presidents have been lawyers, how many can you name who have been engineers? In recent congresses there have been from two to four engineers. In looking over the list of state governors, few if any, can be classified as engineers. In a listing of college presidents the number is slightly more encouraging. Among some 40 organizations selected to advise and aid the delegates to the United Nations Conference in San Francisco, scientific and engineering groups were totally absent.

A Rotary luncheon program chairman in one of the large cities of the country once said in all his years he had never heard an engineer address a luncheon meeting. Civic committees, government planning boards, fund raising groups, political organizations seldom include engineers. At one time the A.S.M.E. convassed 115 branches for thumbnail sketches of engineers taking part in civic affairs and as a result catalogued but 19 individuals.

No occupation can successfully isolate itself from the concerns common to all and grow as a profession. All must share in the responsibilities of community life and government.

We point to the American Medical Association which has, without question, rendered great service to that profession in gaining unchallenged and unquestioned recognition. They impose upon their membership definite objectives and loyalties. The doctor in the interest of his profession, will forego all personal profit from his own medical discoveries or inventions. Their code of ethics devotes two pages describing the doctor's obligations to his patients and twelve pages describing his obligations to other doctors. The association requires loyalty on the part of its members and gets it. Every doctor is united with every other in maintaining professional standards in his own locality, in his state and in the nation.

This can hardly be said of engineers, in spite of the registration requirements of the states, the professional societies and other earmarks of professionality.

Engineers must become sufficiently professionally minded that they will serve the profession with loyalty and, by broad and concerted action, bring to pass professional recognition.

The largest and most important engineering societies have joined forces for the study of professional problems in two major councils: (1) the engineers Council for Profession Development (E.C.P.D.) and (2) the Engineers Joint Council (E.J.C.). There is only one society, however, which is patterned after the American Medical Association and limits its membership to professional engineers, the National Society of Professional Engineers. The objectives of this society are solely professional, leaving the technical problems to the respective technical societies. Professional societies are worthy of support in the interest of the profession, and membership in them will help to satisfy the engineer's obligation to his profession and stimulate professional growth.

Engineers must meet the challenge of the twentieth century, individually and collectively in all avenues of human endeavor. They must unleash the civic energy that will force the profession into its proper place of leadership in the affairs of the community, the affairs of the nation and in the affairs of the world.

Professional Enterprise Year Proposed for Member State Society Activity

By CLARK W. RANSOM
Vice-Chairman, Young Engineers Committee

Viewed in terms of the obligations and opportunities of the engineering profession, the subject of the professional approach to our economic welfare suggests application of professional principles to the solution of some of the problems confronting our national economy.

The late Dr. Wickenden, past president of the AIEE, viewed the engineer's obligations as follows: "Has the engineer done his job justly? Has he stood between capital and labor, between the employer and the employee, between the producer and the consumer, between public welfare and private gain, and served with reasonable impartiality the interest of them all? Not always, not perfectly, to be sure, but soundly and consistently, yes."

It appears appropriate to limit this discussion to the employe, as contrasted with the consumer aspects of the problem. In this regard I wish to take exception to Dr. Wickenden's proclamation. The engineer, through diligent effort, has been instrumental in creating millions of jobs, but has taken a relatively irresponsible attitude towards the turmoil in the field of labor management relations — a turmoil which stems, in part, from his handiwork, and which has a direct bearing on the public benefit which is to be derived from engineering progress. The engineering societies have rationalized this irresponsible attitude by stating that "it is our policy to refrain from taking an active part in controversial matters."

Yet the engineer is in an ideal position to work with management, labor, and the public to achieve maximum benefit from technological advances; or to apply the professional approach to our economic welfare. The application of such an approach is contingent on a common concept of the engineering profession and reasonable agreement as to how it derives its professional status. Although these questions have not been resolved fully, I believe that we can agree on several points:

1. To obtain public recognition as a profession:
   (a) The members must render a public service though the application of specialized knowledge, which is common to the profession—this being equally true whether the members work directly with a client or render that service through products or other media;
   (b) The members must constitute a unified whole, with internal integrity, and demonstrate a solidarity which the public can recognize and respect; and
   (c) The members must possess, and become known as possessing, attributes which distinguish them from the layman.
2. Professional status cannot be conferred carte' blanche' by college degrees, state licensure, a definition in the National Labor Law, or membership in a professional society. These are merely prerequisites upon which a professional estate can be built.
3. Taken as a whole, the individuals who comprise the engineering personnel possess research, design, executive, and sales talent representing one of the greatest resources in the world.

Basis For Real Wealth

Since much of the real wealth in the modern society stems from the work of this relatively small group, the engineer is in a very favorable position relative to financial status. Fundamentally, compensation is limited only by public recognition and evaluation and the maintaining of professional standards which are high in relation to supply of available talent.

Some of you may be asking, "Where is this power of the engineering profession?" To reply rhetorically let me ask, "Where is the engineering profession?" Is it not divided into E. E.'s, M. E.'s, C. E.'s, etc., stratified into employers and employees, and further divided into a myriad of organizations? It has expended much energy on problems which would not exist if the major issues were resolved. Likewise, it has devoted valuable time to grievances which would not arise if the underlying causes were corrected. These practices have impeded the development of a strong, unified, profession and reflect an attitude which is "penny wise" and "pound foolish."

The "employed" engineer constitutes a major factor in regard to public recognition because many laymen have no personal knowledge of those who engage in private practice. A recent survey of 15,000 members of the AIEE indicated that only 15 per cent are consultants. The remaining 85 per cent are divided approximately equally between employed engineers with "employee" and "supervisory" status. These are scattered throughout industry where they have the advantage of daily contact with millions of people, both on and off the job.

John Q. Public does not read the engineers' canon of ethics. Rather, he evaluates the profession in terms of the engineer who designed the product which he assembles, or who lives next door. The layman is quick to absorb the attitude of the engineer towards the company and the product, and judge whether the profession distinguishes itself through a position of pre-eminence in employee relations and civic affairs.

When the bewildered rank-and-file employee desires to obtain factual information about the significance of profits or the merits of a fourth round of wage increases, can he go to his engineer friend, as a member of a learned profession, for that information? Would an employee at your plant get essentially the same answer from any engineer, irrespective of whether the engineer functions in a supervisory or non-supervisory capacity? In other words, has the performance of the engineering personnel given the layman adequate reason to believe that an engineer is first, a professional man, and secondly, an employee, employer, con-

sultant, or educator?

If the engineering personnel has not established the foregoing concepts in the public mind, the actual reality of professional status is a moot question. If engineering is not a profession, then, a discussion of "the professional approach" is fundamentally inconsistent, except as it relates to future objectives.

Effect of Public's Opinion

Since the engineering personnel constitutes only about one-half of 1 per cent of the nation's employees, the rate of compensation does not have a major bearing on the cost of living; however, whether the public accepts a particular evaluation as being equitable is of importance. Until recent years, the rank-and-file employees regarded the engineers as apart from themselves and felt no particular concern regarding compensation or other factors in engineering employee relations. At the present time, largely because of actions taken by the engineers, any substantial increase in engineering salaries might cause significant repercussions within the working force.

Perhaps the most unprofessional, or at least the most unscientific, element in this picture is the absence of an analytical evaluation of the problem in terms of all the factors. There seems to be fairly general agreement on the opinion that engineering salaries are too low; that the real wages of the engineer relative to the rank-and-file worker have decreased substantially during the past twenty years; and that the relative salary status of twenty years ago more accurately reflected contribution values. Others have expressed the opinion that executive and professional salaries in general (engineering, medical, legal, etc.) are not high enough to attract the best talent and provide sufficient incentive to achieve optimum individual and public benefits.

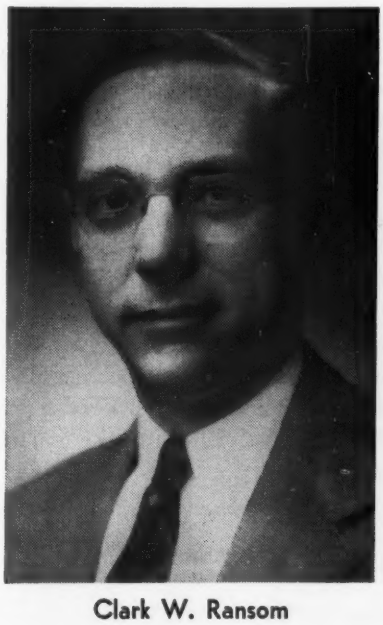
Thus, one of the first requisites of a professional approach to the problem consists of the formulation of, at least, a tentative hypothesis. A desultory attack based soley on an urge to increase salaries is scientifically unsound and cannot be expected to engender respect or conviction.

A large majority of the engineers are employed by companies operating in a competitive market. Consequently, individual employers are not in a favorable position to take the initiative on reforms in the wage structure. Such problems are nation-wide in scope. Since there are substantial percentages of the most able engineers in both supervisory and non-supervisory positions, distributed throughout all the branches of the field, a professional approach must embrace a profession-wide, as well as a nation-wide, attack on the problem.

Although the willingness of the public to pay and an equitable evaluation of engineering services are essential, these do not provide adequate criteria. In a free economy supply and demand must be accepted as one of the determining factors.

Available data indicate that the number of students who are mentally capable of meeting high scholastic standards in the study of engineering greatly exceeds the number which may be needed for engineering work. Thus, it appears possible to establish high professional as well as high technical standards; and, at the same time, exercise a reasonable control over the supply as related to the demand. Approached in that manner it is possible to serve the combined interest of the engineer, the employer, and the public. This would raise the quality to the highest level that the country can produce and limit the supply to a point that is consistent with other optimum factors in engineering compensation. If this is not done, and the supply of nominally acceptable engineering employees exceeds, for example, the number of available truck drivers, engineering salaries will be depressed accordingly.

The profession functioning as a unified whole is in a reasonably favorable position to accomplish that objective because its members operate the engineering schools and, to a large extent, employ the engineering graduates.



Clark W. Ransom

Better Utilization Factor

Another source of economic gain lies in the more efficient utilization of the present engineering talent. This, also, is an area in which much can be accomplished through the personal development of the individual, cooperative teamwork between the executive, supervisory, and employee members within a given Company, and the perfecting of improved practices and techniques within the professional societies.

In view of the negligent manner in which the profession has handled these phases of its activities, there is little doubt that such an approach would result in a substantial improvement in the engineers' economic status. Whether the ultimate magnitude of the increase in the salary level should be in the order of 10 per cent or 100 per cent would require considerable investigation, and evolution on a semi-empirical basis. Likewise, much study is required to determine the relative emphasis which should be placed on raising the general level versus a greater spread to compensate for differences in contribution. The status quo of any given period, in the past, cannot be regarded as a reliable yard stick because the problem has never been subjected to a scientific approach. Furthermore, if it is to be of enduring value, any change in the wage structure of this vital element in the technology economy must contribute to sound progress, and must benefit all of the interests involved in engineering enterprises.

To the men who have entered engineering during the past ten or fifteen years this idea of engineering as a bona fide profession must seem visionary and idealistic. With the advent of the Wagner Act, the societies were advised to discontinue all cooperative activities, between those of its members whom the law classified respectively as "employees" and "supervisors," relative to improving working conditions, professional status, or economic status. It is significant to note that this involved either directly or indirectly essentially all of the objectives of the state societies and the National Society of Professional Engineers; and that this restriction was imposed within a year after the formation of the National Society.

(Continued on Page 6)

Legal counsel advised, also, that the desires of the members had no bearing on the matter. It was reasoned that problems pertaining to the responsibilities of the engineering personnel, professional status, and recognition, are inextricably related to "rates of pay—or conditions of work." On this line of reasoning the societies were warned that a continuation of past practices might cause the local chapters to be deemed "labor organizations," and, because both supervisory and non-supervisory employees employed by industry were members, employers might be subjected to an 8 (2) charge (company domination and interference) and ordered to disestablish the chapters.

Hence, the supervisory engineering personnel ceased all professional society activities, at the local level, which might be construed as relating, in any manner, to employee relations. This, arbitrarily and unnaturally, stratified the engineering personnel into a supervisor-consultant group and an employee group.

Yet, I have seen no indication that there is a single Congressman who desires to handicap the engineering profession in its efforts to improve the economic status of the members, employee relations, or the discharge of its civic obligations. There is ample reason to believe that the arbitrary stratification, caused by the Wagner Act and the Taft-Hartley Act, was entirely inadvertent and not the intent of the Congress.

Discusses History of Cases

Furthermore, I do not know of a case in which the National Labor Relations Board (NLRB) has considered the citation of an employer for an unfair labor practice because of the activities of a chapter of any professional society. It is quite possible that the board would give precedence to the established practices of the profession, in any instance where employer domination or coercion did not exist. Hence, the attitude of the societies is contrary to the American tradition of perseverance and enterprise. In fact, the lackadaisical "arm chair" acceptance of a stratified personnel is far less enterprising than the frank, although restrictive, approach of the collective bargaining units.

I should like to propose that your state society, and particularly your chapters, make the next twelve months Professional Enterprise Year in the state; and that each chapter assume the responsibility for developing professional unity and professional status, through an intensive program including every engineer who can be persuaded to participate.

It is proposed:

1. That each chapter solicit the active participation of *every* engineer in the area, through a personal interview by a member of the chapter.

2. That, as a check on professional integrity and as a basis for collaboration, each engineer in the state be asked, in a personal interview, whether he regards himself as first, a professional man, and secondly, as an employee, executive, consultant, or educator. (It might be of value to recheck that opinion at the close of the year's work.)

3. That, each member endeavor to contribute one-tenth of his time, and if practicable one-tenth of his income as an investment in the future of the profession and its contribution to the future of the country.

4. That the chapters organize committees covering each field of mutual interest. These areas of interest center around the problems of the technical personnel in a given plant, the solution of civic problems in a particular community, more effective liaison with the colleges, the release of factual information to the press on timely subjects such as the merits of the fourth round of wage increases, and dozens of specific issues. Particular emphasis should be placed on defining the ultimate goal of professional status for each engineer in the state, an appraisal of the present deviation from that goal, and the steps that should be taken to achieve the desired result. (Since professional status is a dynamic quality, this represents a continuing process.)

5. That these committees or forums, of which there would be hundreds, bring together the executives and the employees, the eminent and the engineer-in-training, the employed engineer and the consultant, the educators and the men in the field, and the conservatives and the liberals on problems embracing mutual objectives.

6. That, as a prelude to a broad nation-wide, profession-wide attack on the engineers' economic status, the joint effort of the executive, supervisory, and employee engineers be applied to those elements which are within their own control. For example, it would not impair the competitive position of a given concern to adjust compensation in terms of increased individual and group efficiency.

It appears probable that the chief value, of this Professional Enterprise Year in the state would be derived from a greatly improved mutual understanding within our own groups and the breaking down of artificial barriers. It would give the executive engineers an opportunity to "get the feel" of the problems and attitudes of the young engineer in an atmosphere of mutual objectives and a common goal. It would restore the opportunity for the young engineer to sense and to emulate the qualities which have aided his predecessors in their past achievements.

To avoid a possible misunderstanding of these activities by the NLRB, it would be essential to maintain complete and accurate records. In case the board should take an arbitrary stand, based on the technicalities of the law, those records might be needed for presentation to the Congress in order to obtain a clarification of the law.

If these proposals sound radical or distasteful, then, I wonder if we are not being intellectually dishonest when we laud professional unity, and speak of the "professional approach"? If we choose not to take such a course of action, I wonder whether we are sincere, actually, when we regard ourselves as being endowed with the spirit of enterprise.

In essence, the proposed program consists of applying our organizing ability on the home front, by putting every available member to work at uncovering those "acres of diamonds" in our own back yard.

LEGISLATIVE REPORT

First session of the 81st Congress bids fair to become one of the longest and perhaps most impotent sessions on record. Smarting under the prolonged session, the Washington climate, the temporary cramped quarters in which both Houses are now working and the long absence from home and constituents, the legislators are balking and threatening to defy the administration leadership. In the eight months of work relatively little major legislation has been passed and chances for the pending "must" items are not considered too favorable.

With its restrictions on debate, the House of Representatives is far ahead of the Senate on appropriations and many other legislative items. Because of the slow and laborious process in the Senate it has been necessary to pass several emergency resolutions to keep the government in operation pending final passage of the various appropriations bills. Facing something of a minor revolt, the House leadership voted to take an extended recess from August 26th to September 21st. But to accomplish this it was necessary to have Senate approval and the Senate in somewhat of an angry mood at their colleagues for wanting to leave while they continue their labors refused to agree. The same result will be accomplished by having a handful of Representatives residing in Washington meet once every three days and immediately adjourn. House members are slipping away from Washington in such numbers that it has been difficult in the past few days to raise a quorum.

Senate Majority Leader Scott Lucas has refused to give any definite date for adjournment and has indicated that if the Senate does not restrict its talking and get down to business Congress may be in Washington all year. This is not likely to happen but chances for adjournment by Labor Day are practically nil and the adjournment target for Thanksgiving is even in some doubt. Probably the stark truth of the matter is that the present condition is not a temporary one.

Many of the legislators, particularly the veterans on the Hill, recall the days when Congress met a few months out of the year and took care of all necessary business in that time. But as expressed by Senator Lucas, ". . . whether we like it or not, the mantle of world leadership has been hung on our shoulders. This is practically a year-round job." The additional burden imposed by leadership in international affairs, plus the accumulating and accelerating role of the federal government in national affairs of growing complication indicates that members of Congress will have to alter their thinking and accept the fact that they have assumed a full-time, year-round job.

In addition to the appropriations involving billions of dollars and the myriad of "little" bills and local bills, Congress still has before it such major legislation as the armaments bill, reciprocal trade agreements, basing-point legislation, minimum-wage bill, executive pay increases, revision of civil-service, armed forces pay bill, international aid, amendment to displaced persons act, civil rights, etc.

Advance Planning Revival

It is significant that one of the major bills listed by Senator Lucas for action at this session is the advanced planning revival. The Illinois solon characterized this legislation as "tremendously important," indicating that action will be taken before the first session adjourns if at all possible. Here again there may be delay despite the fact that the Senate committee has unanimously approved the bill and the House committee has done likewise. When the advance planning legislation came up recently on the Senate unanimous consent calendar, Senator Taft objected to passage without debate. The Ohio Republican leader expressed doubt that the additional expenditure should be made and insisted that it should not be passed without very serious consideration. Even such a bill as this, which is supported almost unanimously by interested groups, may provide a day or so of further delay.

Another similar example of legislative delay on a matter of importance to the engineering profession is the National Science Foundation. Already passed by the Senate and approved by the House committee, the bill has been tied up in the House Rules Committee despite intensive efforts to bring it to the House floor where it is almost sure to pass.

The backlog of important legislation is so heavy that many items of particular interest to the engineering profession are conceded to be beyond consideration at the present session, even if it extends to Thanksgiving or past. For instance, the far-reaching implications of technical assistance to underdeveloped nations have been intensively discussed. Although this was one of the major points of President Truman's inaugural address there is practically no likelihood of consideration this year.

Likewise, a major point in the President's campaign for re-election was a revision of the social security law. One of the changes proposed is the inclusion of self-employed persons as well as many other additions and amendments, and particularly the increase in payments and benefits. The engineering profession has a particular interest in the committee decision not to include professional groups among the covered self-employed. There is a bare chance that the House may act at this session but there is almost certain agreement that the Senate will not take up the bill this session. The House committee worked on the revisions for six months and it would be more than optimistic to expect the full Congress to handle such an important, complicated, and technical question in a few days.

On the point of exclusion of professionals in the self-employed groups particular study is being given to the committee decision by the NSPE Legislative Committee and appropriate action is being planned to restate NSPE's point of view to the House and particularly to the Senate committee.

With the world figuratively on their shoulders, and weighing heavily, our Congressmen may not be blamed too much for mumbling Hamlet's dirge:
The time is out of joint; O cursed spite,
That ever I was born to set right!

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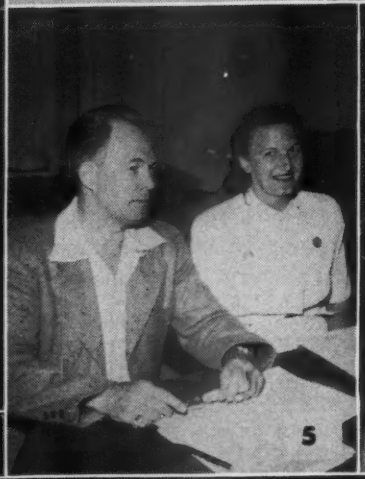
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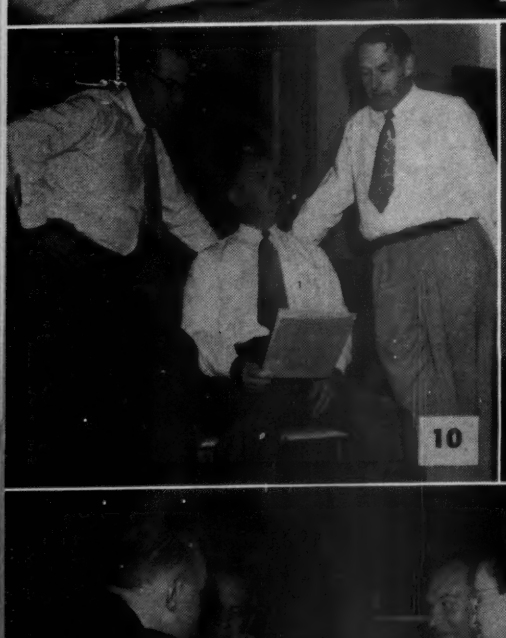
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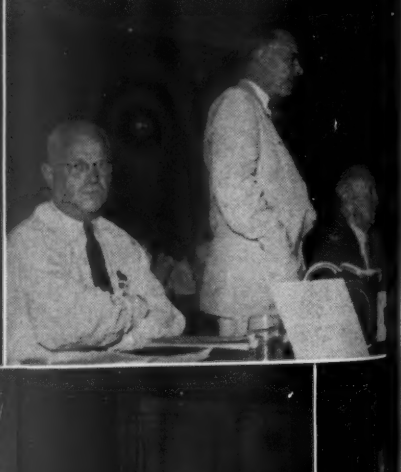

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Careful Study of NSPE by PR Agency Reported to Directors

A critical analysis of NSPE's aims, goals, functions and operations was presented to the Board of Directors at Denver by J. Walter Thompson Co., nationally-known public relations and advertising firm.

The analysis was the result of a two-month survey of NSPE's activities made by the nation's largest company of its type. J. Walter Thompson Co. in the report lauded NSPE as "an organization which recognizes so thoroughly the need for and the importance of public relations." But it was quick to point out that a study of the "product" NSPE has to sell—membership in the National Society—indicated that the "national level of the NSPE must endeavor to provide more tangible services, more help, more information, more leadership."

The point-by-point analysis of NSPE brought these cogent report points:

1. NSPE's entire program is essentially public relations. Only by influencing public opinion can NSPE accomplish its aims—and NSPE is interested in educating and influencing its present members to a better appreciation of the aims and ideals of the Society, to greater public service activity, to assistance in obtaining new members, to an awareness of what NSPE does for them and to increased participation in NSPE affairs; prospective members so that they will want to join; legislators who must join in protecting the profession and the public through wise laws; employers, to gain greater acceptance of professional standards and requirements and to get them to provide proper compensation for professional services; educators who must assist in the development of professional concepts among students and who can help broaden the base of engineering education; and the general public to a greater understanding and appreciation of the professional engineer and his contributions to our country's health, welfare and safety.

2. Good public relations is good performance—publicly appreciated.

3. NSPE has three major problems — getting new members, keeping and stimulating present members and publicizing the contributions of the engineering profession and the work of NSPE. The desired membership goal of 50,000 to 60,000 members is reasonable and can be achieved, through proper and consistent promotion, in the next five years. New membership activity should be aimed at a large pool of "immediate" prospects—the 120,000 engineers now registered, the approximately 37,000 engineers registered annually (who should be approached immediately following registration while they are naturally enthusiastic about their newly acquired professional status) and the approximately 10,000 engineers in training (who should also be approached immediately following attainment of that status). The report recommended concentrating the membership campaign fire on the immediate prospects rather than the "potential" prospects — engineers who could be registered, could be engineers-in-training and students in engineering colleges — because the latter require a double sales job, first on becoming registered and second on membership.

4. NSPE's sales story must answer the most frequently asked question "what's in it for me" and stress the self interest features of the Society (see box listing of sales points).

5. During the last year, 3,500 new members joined NSPE—or approximately one new member for each *six* present members. Assuming that each new member was brought in by a different man, five out of six present members were *letting someone else do the work.* Actually, the proportion of non-recruiters was probably much higher because a good recruiter will bring in several men during a year. The old axiom among salesmen that "10 per cent of the salesmen get 90 per cent of the business" also applies to NSPE.

(*Continued on page* 10)

In the Pictures

More photos of the Denver Board Meeting show:

1. West Virginia Director George W. Zimmer, Jr.; Georgia Director Ray L. Sweigert; Colorado Director Loren Adams (at rear) and New Mexico Director Guy Martin. 2. Alfred T. Ryan, president of the Colorado Society, prepares to introduce Clarence J. Daly, president of Capitol Life Insurance Co., at the banquet at Park Hill Country Club. 3. New Yorkers Robert A. Sovik and Gardner C. George are shown with E. L. Luaces, who is authoring a compendium of registration laws for NSPE. 4. Nothing like a comfortable couch agree Directors Herman F. Lame, District of Columbia; C. S. "Buck" Worley, Oklahoma; and Chester Lichtenberg, Indiana.

5. Lawrence E. Peterson, chairman of the International Relations Committee from Milwaukee, brought his recently acquired wife to Board sessions to get an insight into NSPE. 6. Plenty of food was in evidence — and with seconds available — at the Park Hill Country Club. 7. Bar at the country club was a popular hangout, with C. G. Roush, chairman of the Membership Committee; R. C. Setterstrom, of the Montana Society of Engineers; Vice President L. L. Dresser; Dean Curtis L. Wilson, chairman of the Education Committee; and L. J. H. Smith, Nevada Director, enjoying a moment of congenial conversation. 8. Orland C. Mayer, Idaho Director, accepts the post of western zone vice-president, succeeding William C. Wagner of New Mexico.

9. This meeting threesome includes Directors Richard Phelan, Rhode Island; Col. James D. Skinner, Connecticut; and John F. Reynolds, Florida. 10. Three Midwesterners are John B. Jardine, Fargo, N. D., a Director from that state; Vice-President S. L. Stolte of Minnesota; and T. S. Thompson, Minnesota Director. 11. Congratulations from the old to the new are given by William C. Wagner, who resigned as western zone vice-president, to Orland C. Mayer, Idaho Director named to succeed him. 12. Directors Con O. Mannes of Washington, Allison C. Neff of Ohio and District of Columbia's Lame during a board session.

13. Engaged in earnest conversation are (clockwise around table) Herbert Manuccia, Director from Virginia; Ray L. Sweigert, Georgia Director; Treasurer Russell B. Allen of Maryland and Mrs. Manuccia. 14. Final luncheon is addressed by L. M. Robertson (standing) while seated around him are Alfred T. Ryan, president of the Colorado Society; Toastmaster Claude M. Hathaway and President Alan G. Stanford. 15. Typical of the trim United Air Lines hostesses who manned planes carrying many of those in attendance was Gloria Grayette of Denver.

THE NATIONAL SOCIETY OF PROFESSIONAL ENGINEERS OFFERS *YOU*

The Registered Professional Engineer

1. **Membership** in the only active, established organization devoting its entire efforts to the professional, ethical, economic and social aspects of engineering;
2. **Affiliation** with the only national society composed exclusively of registered engineers from all branches of the profession;
3. **A single, powerful voice** which speaks for you and a cross-section of the engineering profession;
4. **Personal participation** in its over-all program for the advancement of professional ideals and concepts:
5. **A campaign for public recognition** of your profession's contribution to progress and welfare;
6. **A constructive program** designed to raise your economic and social status as a professional engineer;
7. **Continuous action** to improve registration laws and their administration;
8. **Standards of professional conduct** through its Canons of Ethics and continuous interpretation of this code in terms of current practices in the profession;
9. **Protection** of the profession and the public against misrepresentation in engineering practices by those not qualified;
10. **An opportunity** to contribute suggestions and exchange ideas with members of all branches of your profession;
11. **An organization** to foster and stimulate engineering leadership in public service activities on a community, state and national level;
12. **A program** designed to offer the student engineer more adequate preparation for professional life:
13. **An opportunity to assist** young engineers in meeting professional problems;
14. **Constant effort** with the military establishment to insure maximum utilization of the engineer in time of national emergency:
15. **On-the-spot representation** in national, state and local legislative and governmental matters affecting your welfare; the only engineering organization with headquarters in the national capital;
16. **Up-to-the-minute reports** on legislative and legal events with which the profession is concerned;
17. **Free subscriptions** to national, state and other publications to keep you constantly informed of new developments;
18. **Social and recreational activities** in your own community.

In dealing with engineers-in-training, the same selling appeals should be presented, plus these two additional points:

1. **An opportunity** to work and associate with established, experienced engineers both in your own community and on a national level;
2. **Guidance** in meeting and solving the professional and ethical problems of your profession.

Member Campaign Advice

6. Intensive membership campaigns should be approached with caution. They often produce members but the membership mortality rate of men who join under such pressure is often high. Steady, consistent effort produces better and more lasting results. In order to stimulate membership solicitation to the greatest degree, it is necessary to offer incentives to the members themselves. A tangible reward—no matter how inexpensive—to the salesman for his own good work is much more attractive to him than the most elaborate prize for his organization. In addition to providing rewards for individual membership activity, suitable recognition should be accorded to chapters by state societies and, in turn, to state societies by the National.

7. An all-out program to obtain new members is virtually a waste of time and money unless NSPE has a parallel program for retaining the interest and active participation of present members. A member retained is worth more than a new member. Not only is he valuable to the group generally, but he is a potential recruiter as well. Most members who fail to renew their affiliation with NSPE are relative newcomers—engineers who have been in the organization for only one or two years. The problem, apparently, is to interest a member in the organization for at least three years—and during this time his belief in the principles of NSPE will become unshakeable and he will remain a lifetime member. One dissatisfied former member can offset the good work of a dozen conscientious present members.

8. Loss so far this year of 1,583 members is rather high—7½ per cent. If such a rate were to continue for a period of 14 years, NSPE would lose as many members as it now lists on its rolls. A survey should be made to determine why members drop out and these findings should be used to strengthen the organization by correcting major reasons for attrition.

9. A certain amount of attrition is normal and to some extent healthy, but it must be kept to a minimum. This can be accomplished, in general, by four basic actions—a) Give every member something to do (A member given a constructive assignment acquires a feeling of belonging, realizes the amount of effort required to reach a goal, recognizes that the individual engineer must work to obtain the professional status and rewards he seeks and that the work is more effective when done through organized effort); b) Do something for the member (If an organization is to expect cooperation from a member, it must, in turn, do something for him. NSPE must devise ways to be of more service to its membership, individually and collectively.); c) Tell him what you've done (Time to begin renewing a membership is the day a member joins. Tell him continuously what his membership means to him.); and d) Stimulate attendance at meetings on the theory that members who attend meetings regularly seldom drop out of a chapter.

10. Chapters must be active if they are to progress. The success of any organization depends on the activities it successfully undertakes. It is human nature to want to belong to a group that is on its toes and doing things. In order to spur chapter interest, make chapter meetings interesting; provide member-speakers (again, give chapter members an activity in which they can partici-

pate) to appear before other groups to educate thought-leaders and the general public on the importance of engineering; work for community betterment (If the engineer is to attain professional status he must devote some time and effort to public service.) either by initiating a program of your own or by "getting on a bandwagon" behind a worthwhile project initiated by another group; cooperate with educators at the high school and college level and with the student bodies at those levels; and carry out a well-rounded social program (including members' families whenever possible) to stimulate the interest of present members and attract new ones.

A series of recommendations on proper handling of membership campaigns and on a public relations program were referred to various NSPE committees for study and action at the Houston annual meeting in December.

Chapter Head Handbook Nearing Completion

Work on a new NSPE chapter handbook is "to a large extent completed," George J. Nicastro, chairman of the Chapter Activities Committee, reported to the Denver meeting.

The handbook will cover such subjects as organization, including philosophy of the society, NSPE, the member state societies and the chapters; administration, including an outline of activities and procedures for chapter officers and committees and notes on conducting chapter meetings; chapter functions, including sections on membership, program and meetings, civic affairs, publications, ethical practices, education and registration, engineers-in-training, fees and salaries, legislation and inter-society relations.

Of loose-leaf, three-ring type, the handbook is being set up so that sections and pages can be added and deleted and the material thus kept up to date.

"It is appreciated that, with more time, the material in the chapter handbook probably could be improved considerably," Nicastro told the Board. "However, the committee feels that something less than perfection, if sent out now, would be of far greater value to the Society and its members than a more polished product, at some indefinite date in the far future."

Next Annual Meeting To Get Streamlining

That the 1949 annual meeting of NSPE will be a face-lifted and streamlined affair was indicated to the Board of Directors at Denver by the Executive Committee. To that committee had gone the task of reviewing programs and procedures for handling annual meetings with a view toward increasing attendance of the overall membership.

Because of Constitutional provisions, both a Board of Directors meeting and the annual membership meeting must be held, as in past years. While experience has shown that it is almost impossible to conduct a Board meeting in less than a day and a half, the Executive Committee gave prompt acceptance to a suggestion that the conduct of the Board's sessions be less formal and permit a greater discussion of the particular items which are being studied by committees and under discussion at the time of the meeting.

The committee also aired complaints that previous meeting schedules had not permitted sufficient time for relaxation and the general off-the-record, informal discussions which have been found beneficial—because of the exchange of ideas—in administration of both the National and member state societies. The 1949 annual meeting—scheduled for Houston's Hotel Rice, December 8, 9 and 10 — will permit a full half-day without scheduled business sessions.

This, then, is the time schedule on the Texas meeting:

December 7, meeting of the Executive Committee.

December 8, all-day meeting of the Board of Directors, open to the membership and emphasizing the subjects to be discussed rather than being a routine business session. A noon luncheon and evening dinner, to serve as get-acquainted sessions, are scheduled.

December 9, continuation of the Board of Directors meeting until 12:30 p.m., leaving the afternoon free for sightseeing in the Houston area, informal discussions, etc. A dinner is scheduled for the evening at a suburban location.

December 10, a short business meeting of the membership, which is the annual meeting proper of the National Society; a luncheon addressed by a prominent national speaker at noon; a program of addresses by nationally known speakers during the afternoon; and winding up with the Annual dinner dance to be the climax of the meeting.

NSPE Growth Continues, As Does Member Drive

NSPE's steady growth continues with 2,800 more members on the books on July 31, 1949, than on the same date the previous year.

But the membership drive effort isn't slackening one bit, but rather is being intensified, C. G. Roush, chairman of the Membership Committee, reported to the Board at Denver. He cited one weakness in the membership effort that must be corrected—the fact that various states have different administrative years, and it is almost impossible to have a uniform program set up early in the year in each state. To correct the fault, Roush suggested that the primary drive for membership be set up at the National Society's headquarters and be carried through from there to the executive secretaries of the member state societies. Such a system would, he said, provide a continuing activity tying in the various state officers and committee chairmen as they are appointed.

States showing the largest increases in membership over the 12-month period were Pennsylvania with 406; New York with 254; Ohio with 207; Florida with 174; Illinois with 161; Indiana with 116; and Massachusetts with 95.

Area membership chairmen include J. L. Harkness, Connecticut Society; G. M. Normandy, Georgia Society; H. L. Jones, Oklahoma Society. T. S. Thompson, Minnesota Association; Elton Pace, member-at-large from Utah; and Roush, Missouri Society.

Stanford Charts Course, Reports Achievements

Guideposts for NSPE's future activities and evidence of past achievement were outlined to the Board of Directors at Denver by President Alan G. Stanford, Atlanta, Ga.

He urged:

1. "Stronger and more positive ties with American Society for Engineering Education," declaring that as a professional society NSPE must take a more active interest in the field of engineering education.

2. A closer alignment between NSPE and the Engineers Council for Professional Development, and called for a careful study of ways and means of effecting this objective.

3. That state registration boards and NSPE's member state societies work for full recognition and status for safety engineering.

Significant Milestone in Unity Effort Reported by Fairman

To at least one NSPE committee and its chairman, the Denver meeting was an opportunity to report an extremely significant milestone in the drive to gain professional unity of all engineers.

It was that to James F. Fairman and his Inter-Society Relations Committee, and he reminded the Board that at the Chicago annual meeting last December he had "made a tentative forecast, or at least expressed the hope that some further steps might be taken during the current year" toward obtaining the needed and long-sought unity. He could report that the Engineers' Joint Council now had issued an invitation to 15 engineering societies—including NSPE—to attend an exploratory conference to be held in October. The conference will seek to work out a formula for unification of the profession.

"If this conference is held, as I hope and believe it will be, a good beginning will have been made—but only a beginning," Fairman, who has recently assumed presidency of American Institute of Electrical Engineers, said. "The real hard work lies ahead. If we realize this at the outset, we shall not be so easily discouraged when the going gets tough—as it will. Neither shall we become impatient with the rate of progress if we will recall it took years to get started. What we are trying to do is not new. It has been tried a number of times and in a number of different ways with varying degrees of initial enthusiasm. Whether or not we shall do better this time remains to be seen.

"Inasmuch as this conference is only exploratory, I hope that the representatives of the participating societies will not be encumbered by instructions from their respective organizations or inhibited by their own caution. I hope they will feel that they have the utmost freedom thoroughly to explore the problem and to recommend the next steps which might be taken toward its solution. I hope that no one will insist on any conditions as necessary to his initial or continuing participation in the conference. I hope that the representatives will be chosen for their tact, courtesy and patience as well as for their interest in the problem. I hope they will not be influenced by the relative antiquity or size of their respective societies.

"I hope that the representatives of the older organizations will keep in mind the fact that the present fragmentation of the engineering profession which gives rise to the problem is due in part to what those groups did or failed to do in their youth. I hope that the efforts of all the representatives will be directed toward what should and might be done in the future rather than in assessing the blame for what was or was not done in the past. I hope that they will be able to work in an atmosphere of mutual confidence and good will. I hope we shall give our representatives a fair chance to do their job by withholding our criticism until they have made their report. Finally, I hope that a lot of people will share my hopes and will each do what he can to insure their realization."

(*Continued on page* 18)

Extension Work Reviewed at Denver

In a comprehensive review of the present situation in the states wherein no member state society of NSPE exists, Colonel M. J. Blew, Chairman of the Extension Committee, told the Denver Board meeting that the outlook is promising in a number of states while others are presenting tough obstacles. The state-by-state review indicates that further ground work is needed in many cases while in others it appears to be only a question of time until current local problems are resolved. It was indicated by Colonel Blew that NSPE members in non-member states may be of great assistance to the committee by presenting comments and suggestions as to best procedure to bring the missing states into the NSPE fold.

The committee report stressed the value of personal contact and the importance of members-at-large in all states where extension work is going on. It was requested that when members write to friends as prospective members-at-large they also send the names and address to the committee through the Washington Office. It was also recommended that exempt groups not be overlooked and urged that a campaign be conducted to demonstrate to the exempted groups of engineers the value of registration. Considerable progress has been made with engineers of the U.S. Public Health Service in this connection, Colonel Blew said.

In the Pictures

Camera lens of Editor Franklin Page was turned on these scenes at the Denver meeting of the NSPE Board of Directors:

1. Registration desk was a beehive of activity with Sam Sacks, legal counsel; Russell B. Allen, treasurer; and C. G. Roush, Membership Committee chairmen and Missouri National Director, wielding the pens. 2. Earl N. Holm, California Society president; Kansas Director C. Y. Thomas and Mrs. Thomas; Past President Alex Van Praag; Indiana Director Chester Lichtenberg and Mrs. Van Praag make up this dinner group. 3. Two old hands show a new National Director, Samuel Lewiton, a program agenda—Mrs. Lewiton, Lewiton, Leo K. McKee of New Jersey and Director Col. James D. Skinner of Connecticut. 4. The Executive Committee meets, with (reading away from the camera) Past President Van Praag, Vice President W. C. Wagner of New Mexico; Vice President S. L. (The Shirt) Stolte of Minnesota; Vice President Cherry L. Emerson of Georgia; Vice President L. L. Dresser of Tulsa; and Vice President John D. Coleman along the side of the table.

5. This luncheon group includes C. G. Coburn, J. Walter Thompson Company representative; Roy F. Christman, Pennsylvania Society, a member of the Constitution and Bylaws Committee; Past President Van Praag; and Frank Chappell, chairman of the Public Relations Committee. 6. Coburn explains the public relations job facing NSPE to the Executive Committee. 7. This foursome includes (front row) Mrs. Herbert Manuccia, wife of the National Director from Virginia, and Mrs. Con O. Mannes, wife of the National Director from Washington; and (back row) Mannes and Manuccia. 8. Always a Texas delegation at any NSPE meeting—T. C. Forrest, Jr., chairman of the NSPE Legislative Committee; Elgin B. Robertson and Chappell.

9. Frank Chappell's daughter labels the dozens of photographs she took while traveling to the Denver meeting with her father and mother and while there. 10. Some of the Coloradoans who attended are grouped around L. M. Robertson, one of the meeting's luncheon speakers. 11. Some of the "brass" at the Executive Committee meeting included President Alan G. Stanford, Atlanta, Ga.; Vice President John D. Coleman of Ohio; and Vice President L. L. Dresser of Oklahoma.

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ONLY BY INFLUENCING PUBLIC OPINION CAN NSPE ACCOMPLISH ITS AIMS
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Board Endorses Aid To Underdeveloped Free Nations

One of the important considerations at the Denver Board meeting was the suggestion of President Truman for a "bold new program" of technical aid to the underdeveloped nations of the world. After a careful analysis of the implications of such a program the Board adopted a resolution presented by the Legislative Committee calling upon Congress "to carry forward the challenging concept enunciated by the President of the United States."

The Board's action memorialized Congress "to enact a program of technical assistance to the free nations of the world with proper emphasis upon the contribution which may be made by the engineers of the United States and with full realization that engineering and other technical skills may thus make a material contribution to the peace and prosperity of the world."

This is believed to be the first action of any national engineering organization on the President's inaugural-day recommendation. The Legislative Committee is to consider the technical aid concept in relation to specific legislative proposals and present further recommendations in line with such developments.

In presenting the resolution the Legislative Committee pointed out that a vital part of the proposed program involves the use of engineering skills of the highest order in all parts of the world and further noted that the basic purpose of the program is intended to raise the standards of the peoples of the underdeveloped nations. The resolution indicated that the maintenance of freedom throughout the world depends in large measure upon the well-being of the peoples of the world through full utilization and development of human and natural resources. The United States has always evidenced a willingness to provide aid and assistance to less fortunate peoples and nations, the resolution stated.

Mr. Truman launched the planning of a world technical cooperation program, on a cooperative basis, as "Point Four" of his inaugural address last January. He called for a pooling of the technical knowledge and skills of the more advanced countries to stimulate the progress of the underdeveloped countries. He declared that the "grinding poverty and lack of economic activity for many millions of people in the economically underdeveloped" nations "constitute one of the greatest challenges of the world today."

Employment Practices Urge Minimum Federal Standards

A recommendation that the U.S. Civil Service Commission should establish minimum standards for appointment in a professional engineering grade was presented to the Denver Board meeting by the Employment Practices Committee. The Board concurred in the Employment Practice recommendation in the form of a resolution and directed full implementation of the stated purposes.

Committee Chairman William H. Larkin of New York reported that the Classification Act legislation now pending before Congress proposes establishing one grade of classification into which the present three grades—known as CAF, P and SP—would be combined. Many professional federal employees affected feel that the loss of professional designation would mean a distinct loss of professional stature.

The civil service resolution submitted by the committee and approved by the Board reads:

"WHEREAS the engineering work performed by the several departments in Washington and their many field offices is of paramount importance to the welfare of this country, and

"WHEREAS competent performance of such work can be safely entrusted only to competent engineers, and

"WHEREAS it has come to our attention that many unqualified subprofessional men are being upgraded into professional classifications without due regard to education or experience, which qualify them to do work at the professional level,

"THEREFORE, be it resolved that the NSPE urge the Civil Service Commission to set the following minimum standards as basic mandatory qualifications for appointment in a professional engineering grade:

"1. Graduation from an accredited engineering college, or

"2. Licensure by an accredited State Registration Board, or

"3. Passage of a comprehensive technical examination given under the direction of or by the Federal Civil Service Commission."

The committee report also presented to the Board two other major problems with which it is now concerned — establishing a guidepost for employer-employee relations on patents and employment practices involving surveyors.

On the patent question, the committee reported that the value of an engineer as a technical and professional man is his ability and his willingness to improve methods and processes, to cut costs and improve quality. As a result of the general pursuit of his profession, unforeseen scientific improvement leading to invention may occur. Also, where an engineer is employed primarily for research, invention is a normal result of a job well done. The committee found the problem to be one of adequate remuneration and suitable recognition. After a thorough discussion of the problem and suggested recommendations concerning it, decision was deferred until the Annual Meeting next December. During the interval the Executive Committee will study the recommendations.

In presenting the pending question before the committee of the professional status of land surveyors in relation to Civil Service classification, Chairman Larkin pointed out that NSPE now has a committee studying various aspects of the relationship of land surveyors and professional engineers and suggested that the status of land surveyors in all particulars be held in abeyance until the special NSPE committee submits its report and recommendations.

Some of the considerations which the Employment Practices Committee considered and which will be part of the study of the Executive Committee on the patent problem include the following basic principles:

All employee-employer agreements should be conceived on the basis of a minimum scale of remuneration, accepted by the profession; agreements contemplating invention should be made in the spirit of recognition of the invention achievements; there should be proper acknowledgement of invention achievement by the employee-engineer; the profession should establish some basis of minimum measure of recognition.

Chairman Larkin recommended that NSPE should continue wholehearted support of the E.J.C. sub-committee on Surveys, stating that the report of the sub-committee could become the standard for the engineering profession.

Prompt Advance Planning Action Asked by NSPE of Two Committees

A plea for prompt action on advance planning legislation as "a real and substantial contribution to the national welfare" has been voiced by NSPE to the chairmen of the House and Senate public works committees.

The plea was made by Paul H. Robbins, executive director, to Senator Dennis Chavez of New Mexico and Representative William M. Whittington of Mississippi. Referred to Pere F. Seward, commissioner of the General Services Administration's bureau of community facilities, the plea brought a promise that—if favorable action is taken by Congress and funds are appropriated—"no effort will be spared in seeing that an adequate, realistic reserve of fully planned public works is made available."

Seward also invited NSPE, in the event that the legislation is passed, "to provide me with your recommendations and advice on how the services to be provided by the General Services Administration can be made realistic and helpful both to members of the Society and to state and local governmental agencies."

Robbins pointed out to the committee heads that NSPE has been interested in advance planning programs since their inception as part of the War Mobilization and Reconversion Act of 1944; that many members of NSPE have had an opportunity to perform professional services in conjunction with the program before its expiration in 1947; that a careful analysis had been made of the basic concepts underlying the program and its practical operation and that the NSPE Board of Directors had, on at least two occasions, expressed its feeling that the program had been a success and that professional engineers were fully satisfied with respect to their relationship in connection with the program.

"Upon the basis of the experience of many of our members, it was strongly felt that the program had been fairly and efficiently operated by the Federal Works Agency through its bureau of community facilities and more importantly, that a vital public service had been achieved through the program even though it lasted only for a few years," Robbins said.

"A tremendous volume of highly important public works have thus been planned in detail at minimum cost which will result in the construction of urgently needed works in every part of the country.

"Recent developments in the economic field emphasize the necessity of reinaugurating the advance planning program without further delay. Naturally it will take some time to get the program in full progress again and therefore the sooner Congressional authority is obtained, the sooner we will be able to bring ourselves into a position to take effective steps in this phase of the economic situation."

Registration Competence Viewed

Possession of a professional engineer's certificate or license is not in itself sufficient proof that the holder is a qualified engineer.

So spoke A. L. Miller, professor of mechanics and structures in the department of civil engineering, University of Washington, at a dinner meeting of the Seattle Chapter.

He stressed the importance of, and urgent need for, all engineers awakening to the fact that they are professional men; of their impressing their clients and the public of that fact by their every act and conduct; of knowing well their own branch of engineering and admitting, by unhesitatingly calling upon their fellow engineers for expert advice in specialized branches of the profession, that they do not claim complete knowledge of all engineering subjects.

Meeting's Top Speakers

Education...

A strong plea for promoting professionalism among engineering students, presented by Dean Curtis L. Wilson, Chairman, NSPE's Education Committee, brought an enthusiastic response from the Denver Board members. Dean Wilson's vigorous and invigorating talk, supplementing the committee report, stressed the importance of promoting professional concepts in students and the value of this move to the future of the profession.

The procedure to be followed in implementing the objective should be left entirely to the state societies as conditions warrant, Dean Wilson said. He outlined a comprehensive survey of work done in various states along the student line and pointed out that the student work must be in cooperation with the engineering educators. "Without their cooperation any work of the National Society of Professional Engineers with engineering students would avail little," he said.

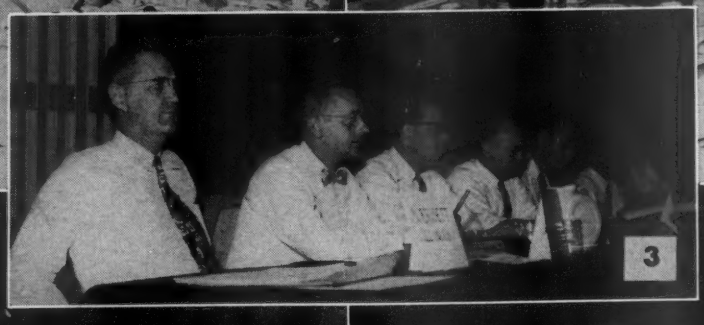
Encouragement should be given to engineering educators and their college administrators to make it possible for them to become members of state societies and NSPE, he said. "If engineering educators participate actively in their State Society and the National Society, the students under them are bound to benefit greatly."

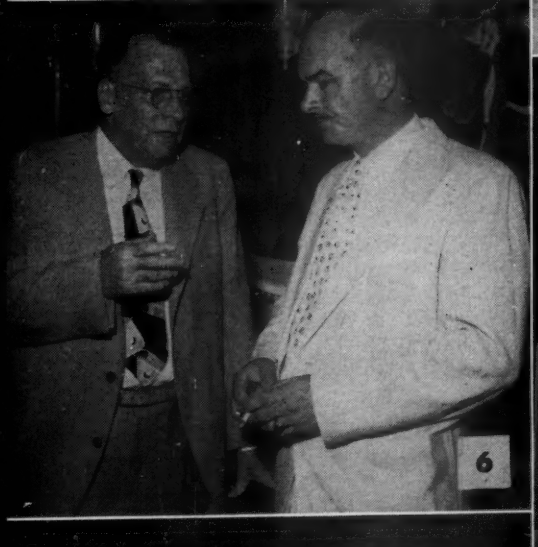
Enforcement...

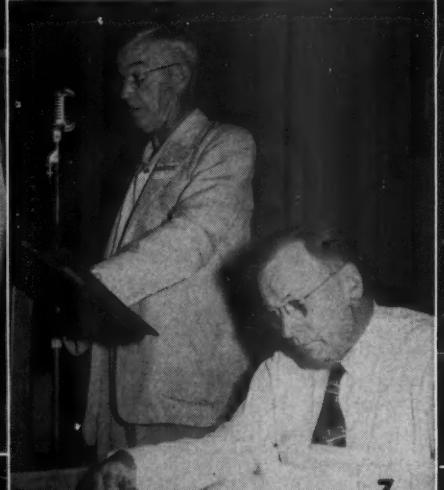
Dr. E. L. Luaces, Dayton, Ohio, who is preparing a compendium on registration laws for NSPE, literally shook the Denver Board meeting room with laughter and applause for his progress report on the compendium and his remarks on the "why's" and "how's" of registration law enforcement.

The compendium, which will be of great value to all states in enforcement work, is rapidly nearing completion, Dr. Luaces said. However, he noted that some states have not submitted requested information and this is causing delay and additional work. He asked the directors from the delinquent states to aid in assembling the desired information.

An outline of enforcement activities in Ohio was given by Dr. Luaces and he urged other states to forget their fears and also vigorously drive for prevention of unauthorized engineering practice. "Too long has the profession suffered from cold feet in throwing its weight behind enforcement of engineering registration laws. Too often have I heard state societies declare an unwillingness to make a test case of even the most flagrant violations for fear the engineering registration laws in their states would be declared unconstitutional. Let's forget our fears and go out on the premise that if your law is bad and the court says so, you can always write a new one that's good."







Legislative Committee Cites Proof It Continues as One of Busiest

Proof—if that was needed—that the Society's Legislative Committee is as busy as the proverbial cat on a tin roof in a high wind was given the Board at Denver by T. C. Forrest, Jr., Dallas, Tex., in citing only six of the fields of activity in which the unit has been engaged.

Center of attention, naturally, was activity on behalf of retention of the professional provisions of the Taft-Hartley Act. Forrest, describing this work as "our primary activity," was able to report that "it seems quite clear now that there will be no labor law this year." The Senate had, he pointed out, passed a revised labor bill which did contain the professional provisions, but that the legislation apparently would be stymied in the House. There would be no repeal of the Taft-Hartley Act, and thus the professional provisions of that law would remain in effect.

"Because there will not be a repassage of the professional provisions, we should not feel that our work and time have been in vain," Forrest declared. "On the contrary, we have learned a great deal about handling the most controversial type of legislation and in turn our enormous amount of work cannot but have left some impression on members of Congress. They certainly have heard from us and this will be all to the good when the question arises again and in connection with other legislation.

"On this matter of labor legislation, the committee would only point out that we must now expect and prepare to repeat our work of this year when the question comes before Congress again, and of course, to do not only an equal job but to improve upon our performance in the light of experience. We will look to our state society officers and members again for aid when the time arises.

"Of this we should be sure, we will not let the professional sections of the present law go by default. It means too much and we worked too hard to let that happen."

Other Activity Fields

As other evidence that the tempo of Congressional activity has "speeded up considerably" and that the Legislative Committee has been "increasingly active in matters affecting the engineering profession," Forrest reported:

1. That legislation for revival of advance planning "has gone into high gear." The appropriate Congressional committees have been notified of action by the Board, both at Oklahoma City in September, 1948, and at Baltimore in March, 1949, urging that advance planning legislation be enacted without delay.

2. Proposed legislation granting tax relief for members of professions is before Congress. The bill is a plan to provide tax relief for those whose income fluctuates greatly from year to year. Under the bill, taxpayers would be permitted to set aside some of their income during the taxable year by purchasing government bonds up to $10,000 in value, or totaling 15 per cent of the taxpayer's earned net income. whichever is less. This amount would be excluded from gross income for the taxable year. The bond would bear interest at the rate of 2 per cent if held for at least five years, but proceeds would not be reported as taxable income until redemption. The purpose is to round off the good years and the bad years so as to reflect a more uniform rate of income. Support for the legislation was voted by the Executive Committee at Houston in June and already has been voiced to Congress.

3. NSPE's stand against competitive bidding for professional services has been implemented by Congress with passage of the General Services Administration Law. Under the law, it appears that professional services are exempt from the advertising and bid requirements and authority to proceed under this law may be delegated to other agencies of the government. Legislation has been introduced in the House and Senate, through the work of William J. Fell of the Oklahoma Society, freeing the Interior Department of the necessity for calling for bids on professional services. If the GSA law doesn't correct the situation, the committee declared itself ready to press the matter further.

4. Legislation to overhaul the Civil Service Classification Act, the basic law governing titles and salaries of federal government employees, would abolish the present classifications (including the "professional" rating) and group government employees into a "general schedule." No duties or salaries of professional employees would be affected. but it is felt that it is undesirable for professional employees to lose their separate title identification. There is

(*Continued on page* 24)

In the Pictures

More camera highlights of the Denver Board meeting:

1. Time out for food found this group at a Cosmopolitan Hotel table. 2. And still more food. 3. Serious consideration of NSPE's problems hold the attention of C. W. Morrisett, Illinois Director; Roy A. Stipp, South Carolina Director; John B. Jardine, North Dakota Director; Vice-President S. L. Stolte; and George W. Zimmer, Jr., West Virginia Director.

4. Minnesotans all—(standing at rear) Vice-President S. L. Stolte and Past President Alex Van Praag, Jr., born at Little Falls; and (seated) Mrs. Stolte; Mrs. T. S. Thompson, wife of the National Director from the Gopher state; T. S. Thompson; and the Thompson's daughter, Anne. 5. Head table at the Park Hill Country Club banquet and dance included Mrs. Alfred T. Ryan, wife of the Colorado Society president; NSPE President Alan G. Stanford; and Mrs. Stanford; and the rector who gave the blessing. 6. Stanford and Ohio Director Allison C. Neff in earnest discussion. 7. Public Relations Committee Chairman Frank W. Chappell reports to the Board.

8. Supervising cooking of the fresh flopping salmon dinner at Boggio's Rotisserie were Vice-President John D. Coleman and Colorado President Alfred T. Ryan. 9. Not even a broken leg, suffered two days before she left home, could keep Mrs. J. J. Paine (center, front row) from attending with her husband, a National Director from Pennsylvania —and shown with her are her daughter, Marjorie (left, seated); Mrs. Leo McKee, wife of the National Director from New Jersey (right, seated); and (standing) Director Paine, Mrs. Alfred T. Ryan, Roy F. Christman of the Pennsylvania Society; and (background) Leo McKee. 10. This table group includes Directors Leonard White, Arkansas; Warren A. Coolidge, Tennessee; Mrs. C. Y. Thomas; and C. Y. Thomas of Kansas.

Fairman

(*Continued from Page* 12)

Fairman commended President Alan G. Stanford for his choice of Immediate Past President Alex Van Praag, Jr., as NSPE's representative to the exploratory conference. He expressed belief that acceptance of the invitation is clearly in line with the Society's policy on inter-society relations, adopted at Chicago, and that NSPE is "most fortunate in having available and willing to serve so competent a representative" as Van Praag. This is the Society's first major opportunity to demonstrate that we mean what we say is our policy in inter-society relations.

"I hope we shall support our representative in his endeavors and that we shall give him the utmost freedom of action consistent with our stated policy," Fairman asserted. "As the conference gets underway there will be problems on which he will need our sympathetic guidance. Let us not prejudge these situations but rather enable him in the interests of a better integrated profession to keep the door open to better understanding and increased cooperation even though it may not be possible initially to obtain organic unity. Finally, let us not be among those who may make the goal of organic unity difficult to obtain."

Fairman also reported appointment of Van Praag to an Inter-Society Committee on Engineer Student Chapters at the invitation of one of the founder societies.

He described as "fortunate" the fact that the same person is handling both of these activities.

Orland C. Mayer Named Vice President

NSPE's Western Zone has a new vice-president—Orland C. Mayer of Boise, Idaho.

Mayer was named to the post by acclamation at the Denver Board meeting to fill a vacancy created by resignation of William C. Wagner, head of the department of civil engineering at University of New Mexico, Albuquerque. Wagner was forced to resign because of ill health and the press of other activities. Elected last Fall and installed at the Chicago annual meeting, his term was to have ended at the annual meeting in Boston in June of 1950.

Mayer will serve out the balance of Wagner's term. The Idahoan is with Idaho Power Company at Boise.

Engineers Must Awaken to New Concept of Relations with Public, Committee Says

An adequate understanding of the value of public relations is indispensable if the engineering profession is to attain the recognition it seeks from the public. Not until the engineers of the nation appreciate this basic fact will the profession have a corps of active salesmen and propagandists for professional good. The ideal of mobilizing the entire profession for a huge public relations program is not practicable at this time.

So spoke Frank W. Chappell, Dallas, Tex., chairman of the NSPE Public Relations Committee, in reporting to the Denver Board meeting.

He endorsed "with the greatest satisfaction and pleasure" engagement by NSPE of the J. Walter Thompson Co., public relations counsellors, to assist the Society in planning its future activities. Desirability of obtaining professional guidance in public relations endeavors was presented to him forcibly during his first term as chairman of the committee, the Texan said, and nothing that has happened since has changed that fact.

> **"This field has become highly specialized and it is no more logical to expect a committee of busy engineers to become public relations experts than it would be to expect them to become preachers, lawyers or doctors," he declared. "We sincerely believe that the Society has taken a significant forward step and wish to congratulate the Executive Committee on its wisdom and foresight."**

The Public Relations Committee report stated that study and investigation during the past year and a half has proven the fact that engineering is the lowest rated (by the general public) of all the so-called learned callings and professions. The failure of the general public to comprehend its total dependence on engineering brains and know-how for the essentials of modern civilization is well known.

Outlines Reasons

Tracing the reasons why that condition exists, Chappell said they are three:

1. Engineers in their work have little, if any, contact with the public, a situation totally untrue of members of other professions. The work of the professional engineer is performed largely in obscurity and out of the public view. The result is a vast ignorance of engineering on the part of most of the population.

2. The very word, "engineer," means almost anything, or nothing, depending upon the experience of the individual citizen. There is confusion in the public's mind as to what an engineer does. It is not surprising, therefore, that the average layman who never has business with a professional engineer should fail to understand and appreciate professional engineering.

3. His own nature and training tends to keep the professional engineer "the man in the shadow." His work deals with things rather than people; he does not meet the public; so he becomes more and more retiring, shy and diffident.

"The architects, contractors, accountants, doctors and others have employed public relations counsel to assist them in their efforts to create and hold the good-will of the people of the United States," Chappell pointed out. "They have realized that it is only an informed public that will pay professional people adequate compensation and that will lend the weight of its opinion to the enforcement of registration laws. Without the support of a large majority of the citizens of a country, no law can be enforced."

NSPE Name, Policies Spread to Foreign Soil

NSPE is rapidly expanding its activities to the international field to such a large extent that one committee finds it difficult to think in strictly national terms.

For the committee—the International Relations Committee headed by Past Vice-President Lawrence E. Peterson of Milwaukee—showed activity by its members in Panama; Lima, Peru; Guayaquil, Ecuador; Bahia and Rio de Janeiro, Brazil; Hawaii; Mexico; Canada and England.

Peterson himself was responsible for contacts in Mexico, at the first International Conference of Civil Engineering, and in Hawaii, where he reported formation of an NSPE affiliate was "much in the minds" of engineers on the islands. Walter Hester, Los Angales, was credited with the South American and Panamanian contacts, and Ivan N. Cuthbert, Detroit, with those in Canada.

Around The Nation With Our Members

Kansas-Missouri Society Boards Meet

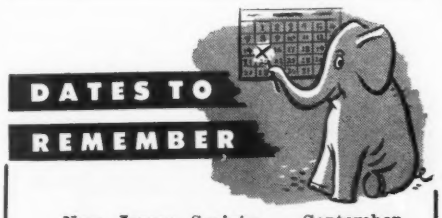
Joint meeting of the board of directors of the Kansas and Missouri Societies, both NSPE member state societies, produced this picture. S. L. Stolte, NSPE vice-president from Minnesota, was principal speaker.

"We plan beautifully for our clients and employees, but we don't do so beautifully for our own profession. The reason for some of our dilemma is our own fault. We can't live alone as engineers, and we cannot escape our responsibilities in our communities, but must go all the way down the line as professional people in assuming the responsibilities which are ours."

So spoke S. L. Stolte, NSPE vice-president from Minnesota, at a joint meeting of the boards of directors of the Missouri and Kansas Societies of Professional Engineers at Kansas City. He stressed that it is a continuing responsibility of professional engineers, through professional society organization, to create a place for the engineering profession in keeping with the training and abilities of engineers.

If NSPE had 100,000 members by 1960, he pointed out, the Society would have stature. Then any agency or any branch of the government which wants an expression of the attitudes of professional engineers would be able to knock on the Society's door, it would be opened and the information given.

An effective organization of individual engineers, regardless of the field or branch of major interest, is needed to be effective in the profession's sponsorship of legislation, in its relationships with the government and other agencies, and in its service to society.



New Jersey Society — September 10, 1949, Old Orchard Country Club, West Long Branch, N. J., semi-annual meeting.

New York State Society—September 16 & 17, Hotel Queensbury, Glens Falls, N. Y., Autumn meeting.

West Virginia Society—October 14 & 15, Morgantown, annual convention.

Missouri Society—October 28 & 29, Cape Girardeau, annual convention.

National Society of Professional Engineers — December 8, 9 & 10, Rice Hotel, Houston, Tex., 1949 annual meeting.

California Society—January 20 & 21, 1950, Sacramento, annual meeting.

Illinois Society—January 26 & 27, 1950, Orlando Hotel, Decatur, Ill., annual meeting.

New York State Society—January 27 & 28, 1950, Hotel Rochester, Rochester, Winter meeting.

Ohio Society — March 16, 17 & 18, 1950, Dayton, Ohio, annual meeting.

Connecticut Society — March, 1950, Bridgeport, Conn., annual meeting.

New York State Society—May 4, 5 & 6, 1950, Statler Hotel, New York City, Mid-Century Convention and Engineering Industries Exposition.

Pennsylvania Society—May 19 & 20, 1950, New Castle, Pa., annual meeting.

Massachusetts Society—June 8, 9 & 10, 1950, Hotel Statler, Boston, Mass., annual meeting in conjunction with NSPE annual meeting.

Florida Plans Warm Hospitality for NCSBEE

Three months in advance, Florida Society has served notice on members of the National Council of State Boards of Engineering Examiners that it intends to be more than a passive host to the NCSBEE 1949 annual meeting in Daytona Beach.

That assurance has gone out in a letter from Joe Williamson, Jr., president of FSPE, to all members of state registration boards. All Florida engineers, the letter says, have "dedicated themselves to the enjoyable task of seeing to it that your visit in Florida is a pleasant one." And it winds up with an invitation to anyone planning to attend and who is in need of personal information relative to the annual meeting or local matters to get that information by writing Williamson a letter.

Two ASEE Officers Hold NSPE Membership Cards

Two NSPE members have been named to high offices in the American Society for Engineering Education for 1949-1950.

They are Thorndyke Saville, dean of engineering at New York University since 1935 and actively engaged as an expert consultant in major projects dealing with water power, water supply and sanitary developments throughout this country and South America, named president; and B. J. Robertson, professor of mechanical engineering at University of Minnesota, reelected as vice-president in charge of instructional division activities. Robertson has been on the faculty of University of Minnesota since 1918, and in addition to his mechanical engineering professorship is chief of the internal combustion engines division at the University.

Marion County Picnic

Annual picnic of the Marion County (Ohio) Chapter found members and guests gathering at Delaware in August for a feed that included corn-on-the-cob, weiners and cold meat of all kinds —plus all kinds of cold drinks.

N. Y. Launches Large Convention Plan Drive

New York State Society has reserved all the convention space of the Hotel Statler in New York City—including the main ballroom and the famous Penntop roof garden—for what it expects to be the largest gathering of registered professional engineers ever held in the Empire State.

Special committees have been set up in all of the 23 chapters to work with the state annual convention committee, and convention plans, program material and similar details are receiving state-wide attention preparatory to a drive for top attendance starting in the Fall.

The May, 1950, Mid-Century Convention will be featured again by the engineering industries exposition, featuring a display of new and worth-while developments within the wide scope of engineering industry.

Chapter Meeting Turns Into Prexy Special

Something of a presidential record was set at a recent meeting of District 2 Chapter of the Minnesota Association at Mankato.

For on tap were the current president of MAPE, Myhren C. Peterson, the president-elect, Charles Bodey, and two past-presidents, T. S. Thompson and Al Kircher.

The meeting heard plans to open membership in MAPE to engineers-in-training on an associate member basis. The associates would have the right to vote in district and state affairs.

Northwest Georgia Hits Jackpot in Ladies Night

"One of the biggest parties the chapter has ever undertaken." "A tremendous success."

Those were two of the most commonly heard descriptions of the recent ladies night meeting of the Northwest Georgia Chapter, held at American Legion Home in Lindale. The affair, an annual event with the chapter, gave the wives not only a pleasant evening but also an insight into what attracted their husbands on the first Monday night of each month.

Convention Site Change

West Virginia Society has changed the locale of its 1949 convention from White Sulphur Springs to Morgantown.

Dates for the meeting are October 14 and 15.

NSPE Committee Heads

Budget—Russell B. Allen, University of Maryland, 4610 Hartwick Road, College Park, Md.

Chapter Activities—George J. Nicastro, 200 Madison ave., New York, N. Y.

Constitution and Bylaws—S. L. Stolte, 1437 Marshall ave., St. Paul, Minn.

Education — Dean Curtis L. Wilson, University of Missouri School of Mines and Metallurgy, Rolla, Mo.

Employment Practices — William H. Larkin, 50 Ausable ave., Staten Island 1, N. Y.

Ethical Practices — Allison C. Neff, P. O. Box 170, Middletown, Ohio.

Executive—Alan G. Stanford, Robert and Co., Inc., 96 Poplar st., N. W., Atlanta, Ga.

Extension — Col. M. J. Blew, 312 Longfellow Apts., 5521 Colorado ave., N. W., Washington, D. C.

International Relations—Lawrence E. Peterson, 321 E. Wisconsin ave., Milwaukee 2, Wis.

Inter-Society Relations—James F. Fairman, 4 Irving Place, New York 3, N. Y.

Legislative — T. C. Forrest, Praetorian Bldg., Dallas 1, Texas.

Membership — C. G. Roush, 101 W. Eleventh st., Kansas City 6, Mo.

Military Affairs — Col. W. A. Hardenbergh, 310 E. 45th st., New York 17, N. Y.

Nominating—W. A. Oliver, 402 Engineering Hall, Urbana, Ill.

Publications—C. George Krueger, 28 Cross Gates Road, Madison, N. J.

Public Relations — Frank W. Chappell, 312 Burt Bldg., Dallas, Tex.

Registration — C. L. Svensen, 905 W. 29th st., Austin, Tex.

Relations with Land Surveyors —Frank C. Mirgain, Department of Civil Engineering, Cooper Union, Cooper Square, New York 3, N. Y.

Resolutions — L. L. Dresser, Box 2518, Tulsa, Okla.

Young Engineers—William F. Ryan, Stone and Webster, 49 Federal st., Boston, Mass.

Schedule of Fees and Salaries —Ole Singstad, 15 Whitehall st., New York 4, N. Y.

IQ Measurement Stressed Too Much, Chapter Hears

Industry overemphasizes measurement of intelligence in personnel work.

That's what a personnel director—Elmer John of Midland Cooperative Wholesale—reported to a recent meeting of District 5 (Minn.) Chapter at Minneapolis. The meeting was held under sponsorship of the chapter's junior members and it also heard Dr. R. R. Price, MAPE executive secretary, contribute a gem to the task of finding the right man for the right job.

"Hitch your wagon to a star," Dr. Price counselled, "but keep your tailgate in."

Ohio Slates Four District Conferences

Four district conferences for all chapter officers and committee chairmen have been scheduled by the Ohio Society for September and October.

First of the meetings will be held in Akron September 10, to be followed by similiar conferences in Findlay on September 17; Springfield (or Wilmington) September 24; and Zanesville on October 1.

Pattern of all the meetings will be the same. The morning session will find a joint meeting of all chapter officers and committee chairmen, while in the afternoon the delegates will split into smaller sections to discuss their own committee and group problems. Subject matter will include membership, law enforcement, certificate presentation meeting techniques, public relations, anniversary program expectations and other items.

Missouri Convention Chairmen Announced

Committee chairmen have been named for the 1949 convention of the Missouri Society, to be held at Cape Girardeau October 28 and 29 with Southeast and Lead Belt Chapters playing host.

General convention chairman is R. B. Spencer, Sikeston, division survey and plans engineer of the Missouri Highway Department. Others serving with him will be A. W. Berry, Cape Girardeau, honorory convention chairman; H. Baker Garrison, Sikeston, publicity; M. S. Gwinn, Sikeston, finances; T. G. Whitelaw, Cape Girardeau, housing and registration; Claude Williams, Cape Girardeau, entertainment; and Earl Schultz, Cape Girardeau, program.

Missouri Board Gets Activity Evidence

Evidence that the Missouri Society doesn't intend to just sit back and watch the world go by came from the last meeting of its board of directors at Hotel President, Kansas City.

The board, for example, heard:

1. That the MSPE membership stands at 1,365 with an additional 51 engineer-in-training members. There are 1,874 engineers currently registered in the state who do not hold membership in MSPE, and since most of these live in St. Louis and Kansas City, membership efforts of the two chapters are being intensified.

2. That every engineer-in-training has been invited by letter and personal contact to join MSPE as an engineer-in-training member.

3. That one or more new chapters must be established in the North Central Missouri area to serve engineers in the cities of Mexico, Centralia, Moberly, Macon and Columbia. A four-man committee, headed by L. J. Linde, was named to study the situation and organize the chapters.

4. That the committee on legislation and enforcement has sponsored several bills in the state legislature which would require engineers in public office or in public employment, as engineers, to be registered. Liberal exceptions are provided for those who are now in public office or public employment to continue without being so registered, but it would affect all new appointments.

5. That a society employment service was needed as a service to members and to employers of engineers. Establishment of the service was authorized.

Wisconsin Amendments Become Law

Big day for members of the Wisconsin Society was signing into law of the registration law amendments backed by WSPE. Shown surrounding Gov. Oscar Rennebohm as he made the amendments law by signing legislation passed by both houses are (front row) E. J. Kallevang, vice-president of WSPE and chief engineer, Wisconsin Power and Light Co.; A. J. Strang, Madison, director, Wisconsin Architects Association; the governor; S. S. Cohen, Milwaukee consulting engineer and chairman of WSPE public relations committee; W. W. Warczyn, Madison, a member of the legislative committee and assistant engineer, Mead and Hunt; and (back row) George Martin, Green Bay, past-president of WSPE and chief engineer of the Green Bay Metropolitan Sewerage Commission; Dean M. O. Withey of the University of Wisconsin college of engineering and chairman of the state registration board; Herbert Moore, Milwaukee consulting engineer who is president of WSPE; and Harold Trester, Oshkosh, president of Fox River Chapter, a member of the registration act committee and engineer with Flour Brothers Construction Co.

Washington Governor Acts on Two WSPE Pleas

Washington Society is meeting with encouraging success in making recommendations to Governor Langlie.

Last March, WSPE urged the governor in a formal resolution to name a full-time engineer to the job as chief engineer of the state department of public institutions. Appointment of John A. Burnett, WSPE member from Seattle, satisfied that request.

In the middle of this Summer, the WSPE board of trustees voted to ask the governor to name at least one professional engineer to membership on the state power commission. The governor replied immediately that he would honor the request.

Radio Industry Growth Portrayed to Columbus

Twenty-nine years ago, the first radio broadcast was made from a garage. Today, there are more radio receiving sets—90 million—than there are toothbrushes.

That in a nutshell is the graphic picture of the growth of the radio industry given members of the Columbus (Ga.) Chapter at a recent meeting by E. S. Lammers of Westinghouse Electric Corp., Atlanta. Reminding his listeners that the broadcast of the Harding-Cox presidential campaign returns started the commercial broadcasting known today, Lammers pointed to appearance of FM as a means of solving over-crowding of the air waves in addition to providing more and better reception for listeners.

While television continues to grow, and give audiences both sound and visual coverage, a "healthy growth" was predicted for FM broadcasting because it is reaching out into areas not now adequately covered by AM.

Don't Always Believe What's in Print

Directory of officers of NSPE member state societies which appeared in the August issue of the AMERICAN ENGINEER contains an error.

Officers listed for the Connecticut Society—Arthur Mather, Jr., president; Richard Phelan, National Director; and John W. King, secretary—are actually officers of the Rhode Island Society, replacing Robert B. Strong, Charles E. Blais and Bertil A. Johnson.

Connecticut Society officers who should have been listed include George L. Mylchreest, 238 Palm st., Hartford 5, president; Col. James D. Skinner, 127 Collingwood ave., Bridgeport 4, National Director; and A. George Mallis, 238 Palm st., Hartford 5, secretary.

N. Y. Executive Secretary Lays Blueprint for Expansion

No one on the board of directors of the New York State Society will contend that Robert C. Read, new executive secretary, either lacks ideas for making NYSSPE bigger and larger nor lacks enthusiasm for the job.

That fact was made evident when Read submitted to the board—and the board unanimously approved—a blueprint of suggested plans for the coming year. In presenting the blueprint to the board, Read described it as "not a crystal ball job, but a down-to-earth survey of what needs to be done, how it can be done and who should do it."

By the action of the board in accepting the program, Read predicts that with effective implementation, the following minimum results should be apparent in not more than three years: (1) an increase in total membership to 4,200, with between 2,000 and 3,000 EIT and student members "in reserve"; (2) an increase in the state society's income from non-dues of at least $10,000 per year; and (3) securing recognition of NYSSPE as a first-rank professional organization, with commensurate recognition for its members.

In the few months Read has been on the job, he has formed these conclusions on present operations:

The present structure of 23 active chapters covers all but 17 of the 62 counties in New York state, with less than 4% of the registrants residing in the state living outside of chapter boundaries. A concentration of non-member engineers in Jefferson, St. Lawrence, and Ulster counties makes the need for chapter organizational work there apparent.

Chapter-wide interest in the several multi-county chapters is difficult to maintain, with most of the membership in such chapters obtained from the home city of the chapter and little interest demonstrated by outlying constituents.

Chapter guidance is, at best, haphazard and unorganized, with assistance from state and national levels being almost solely dependent upon the ability of elected officers, the paid staff and committee chairmen to circulate among or write to the chapters.

Only a small fraction of the large reservoir of potential power represented by the trustees, with their years of administrative and executive experience behind them, is presently being utilized for the benefit of the society.

Directors, representing each chapter and primarily responsible to them, must eventually be encouraged to take a more positive stand to implement, as well as review, forward movements within the society.

Most notable deficiency in state committee operations lies in the lack of contact between state committee officials and their counterparts in the chapter organizations. Close contact must be established between those responsible for policy forming, at the state level, and the chapter appointees who must do most of the work.

Cures Proposed

To remedy some of the faults and deficiencies that exist, Read recommends:

That the extension committee study the problem of multi-county chapters and, where the need is indicated, proceed with establishment of such new chapters as the study would indicate.

That new chapters be formed in from 3 to 6 counties during the coming year.

That chapter programs be improved through conscious and concerted effort. He points out that dry business meetings will repel, not attract, the prospective member, to say nothing of discouraging attendance of present members. Chapter business should be discussed thoroughly in directors meetings, permitting business sessions to be confined to as short a period as possible.

That a comprehensive plan be drawn up for community service by chapters, described as "probably the greatest single untouched field for intensive cultivation left to our members."

That chapter publicity and public relations efforts be stepped up. The professional engineer is not the forgotten man, Read believes — he was never known. A very few hours per month, per chapter, devoted to the execution of a very simple publicity routine, plus the live public relations program at the state level, can and will make the professional engineers the best known and highly respected group of professionals in the state.

That all present and all newly appointed engineers-in-training in the future be presented with a special, paid-up six months' membership in the state society and the chapters. Such a procedure would bring into the society every single new prospect within the state every year, and would give the chapters a chance to prove to the EIT that he had a place in the professional society even after expiration of the complimentary period.

Texas Chapters Proceed To Collect Test Funds

Proposal that Texas Society dues for 1950 be raised $5 to provide funds for a court case to test the state engineering registration law has been turned down by the TSPE board of directors.

But 18 out of the 21 chapters are going ahead with plans to raise the funds through voluntary $5 contributions from their members. It is felt that unless the validity of the registration act is proven in court, its enforceability will always be open to question.

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That the state education committee make an exhaustive study of the steps involved in setting up student chapters, with the formulation of a specific and detailed plan for implementing their recommended scheme for the organization of such chapters as an immediate objective.

That the society embark upon a program of orderly expansion of its publication, the *New York Professional Engineer*. Enough advertising would be solicited for two, four or six issues to support the publication for the entire year.

That the society publish a roster of its membership.

That the campaign to gain more widespread use of the suffix "P.E." to members' names be intensified.

That the society management list the key objectives for each year, with a priority rating on each objective. At present, the executive secretary feels, there are too many plans and too few man hours to carry them out, and such a priority system would permit concentration on specific and major targets.

That the society gird itself to climb in three years to over 30% of its potential membership, then push on until within five years it is in sight of the 50% mark. Attainment of that goal will put the society in a position to speak with unchallenged authority for the professional engineers of the state.

Albuquerque (N. M.) Chapter — Charles E. Barnhart, chairman; Robert P. Scott, vice-chairman; Prof. J. J. Heimerich, secretary.

* * *

Albany (N. Y.) Chapter — George A. Esterbriik, president; Julius A. Kaestner, Jr., vice-president; Conrad S. Christenson, secretary-treasurer; and directors, Morris J. Roses and Richard H. Salisbury.

* * *

Macon (Ga.) Chapter — Albert W. McKay, president; J. R. Curtis, vice-president; Marvin Turner, secretary-treasurer; A. L. Mullins, state representative; and directors, H. K. Burns, Jr., and F. F. Hoffeditz.

St. Louis Invites Heads Of Student Branches

Credit St. Louis (Mo.) Chapter for turning up with an excellent student relations practice.

The chapter invites officers of the student branches of the technical societies at Washington University to sit in on chapter meetings as special guests.

Civil Service Pay Rate Boost Asked by Minnesota

Recommendation that all professional engineering civil service classifications not already slated for advancement be moved up one salary range has been placed before the Minnesota civil service commission.

It came from Myhren C. Peterson, president, and Dr. Richard R. Price, executive secretary of the Minnesota Association, at a hearing held to determine assignment of position classes to salary ranges. The civil service director had recommended that two classes —one in civil engineering, the other in public health engineering—be advanced one salary range, and that three others—two civil and one public health engineering classification—be advanced two ranges.

Price and Peterson agreed with the proposals for advancement of the five classes, but asked the sweeping advances.

Jersey Members Tour New Generating Plant

More than 300 members of the New Jersey Society were guests of the largest utility in New Jersey in an inspection tour of a new $60,000,000, 450,000 k.w. generating plant at Sewaren, N. J.

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Fairfield County Stag Pictured

Annual outing of the Fairfield County (Conn.) Chapter near Monroe looked like this to the camera—(upper left) chow hounds are S. H. Sebring, G. A. Dmitroff and A. E. Coronato; relaxing in the outdoors are C. N. Wiley, F. M. Hill, Sebring and J. L. Harkness, the latter immediate past-president; (center) new officers and the board of directors of the chapter include (seated) George N. Brown, secretary; Edward S. Ruth, president; Max W. Davis, vice-president; and George A. Dmitroff, treasurer; and (standing) John L. Harkness; Edward W. Borggrafe, director at large; and Edward J. Nesbitt, state director; (lower left) plenty to eat and drink, the advance advertisements said, and Tommy Nesbitt drinks up his share as his father and G. N. Brown observe; and (lower right) around the food supply are Sebring, L. Follis, Gault, W. Schmidt, Montgomery and Dmitroff.

Legislative Comm.

(*Continued from page* 17)

also the possibility that the way might be opened thereby for lowering professional qualifications in the government service. The committee is doing "everything possible" to maintain the professional status of the affected government employees.

5. Opposition, or at least indifference, in two vital spots threatens to block passage again of the District of Columbia registration bill. The committee and the Washington office have given full assistance to the District of Columbia Society to obtain passage and that cooperation is continuing.

"The most valuable influence we have upon members of Congress is through our member state societies and individual members," Forrest declared in pleading for even greater political interest by engineers. "Nothing counts so much with a Congressman as an expression of opinion from an organization in that state or an individual constituent. The committee has received excellent cooperation on all requests it has made for this type of aid, and we hope this spirit of cooperation will continue and expand as we get deeper and deeper into more legislative matters."

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Gets Honor

Expressing his thanks to 400 guests who turned out for a testimonial dinner in his honor is James M. Neri, immediate past-president of the Hudson County (N.J.) Chapter. Neri, president of A. Neri, Inc., Hoboken, was presented with a handsome wrist watch by the chapter. Also visible in the picture is Hugh Clarke, president of the New Jersey Society.

Minnesota Studies Need For Functional Groups

A special committee has been named by the president of the Minnesota Association to study functional groups and their relationship to MAPE.

Named by Myhren C. Peterson as chairman of the committee was Warren H. Sleeger. Serving with him will be H. W. Ecker, H. T. Pearson, Paul B. Speer, L. A. Griffith and J. A. Lang. The committee will study operation of functional groups—made up of engineers in specific fields of work such as highway, public works, utility, etc.—in several member state societies. Interest in the groups is a direct result of the state presidents' conference in Baltimore last March at which work of the groups was outlined by Robert E. Allen, president of the Ohio Society.

Ohio, speaking of functional groups, has determined that activities of such units should be expended even to the chapter level, in the case of larger chapters at least, rather than being limited to operation at the state level alone. The functional groups in that state handle professional problems affecting principally engineers in particular branches of the profession.

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